

**Application
Narrative
Cash Transmittal
Pre-Application
Pre-App Narrative
Pre-App Cash Transmittal
Development Standards**

PROJECT NARRATIVE

Scottsdale Fashion Square- Pad C Expansion

The following request is for DRB approval of the Pad C Expansion of the existing Scottsdale Fashion Square Mall. The Pad C, multi-tenant, stand-alone building is positioned near the northwest portion of the Mall, just outside the new mall entry. The main mall exterior renovation and entrance design will be the backdrop of Pad C from Goldwater Blvd. The building finishes are designed to complement the main mall exterior renovation and entrance while also providing its own identity.

The tenant storefronts of this building will face west, toward the new vehicle loop and valet drop off which will provide more energy to this area without taking away from the focal point of the new mall grand entrance. Included in this building will be the new Valet Lounge adjacent to the valet drop off.

The architectural design for the Pad C expansion is the next evolutionary style of the Mall itself. The design unmistakably reaches out to establish a significant presence made possible by the intimate scale of the building and integration of outdoor patio seating as part of the exterior façade. This new design also successfully engages the public with ambient lighting, lush landscaping and welcoming architecture.

The eastern elevation of the proposed building is greater than 59' away from the western curb of Goldwater Blvd., thus complying with Section F.1 of the Planned Block Development standards approved under case number 25-ZN-2015.

The design meets the stated goals for the downtown urban design principles in the following ways:

A-1-2. The design and theme of the Pad C Expansion enhance the existing Mall and conform to the development standards approved for the Mall, and as will be evident, our proposal exceeds the traditional prototypical designs of the mall and future uses.

The proposed building design creates an integrated solution adding to the existing Mall by engaging the North side of the Mall and East face of the existing Dillard's building and adjacent parking structure. It maintains the existing pedestrian connection to the Mall from the single-family residences on the North side, yet provides the residents with an added measure of screening through tasteful landscaping.

The building retains its urban characteristics and the landscaping is designed to be sensitive to the Sonoran Desert.

The design is sensitive to the historical Mid-Century influences on the Site and the Downtown area. The building massing is broken down and provides various transitions in plane, elevation and finishes

A-3. The major traffic circulation and service access that currently serves the Mall is being maintained from Goldwater Blvd. and 68th Street. The existing parking lot is

not being reconfigured within this scope of the Mall renovation. A new service area will be provided as part of the Pad C Expansion. Its location is tucked between the building expansion and the existing mall at the P-1 level, (one level below the tenants of the new building and the mall entrance). Two loading bays and a trash compactor are added to help service the tenants and will be accessed from the service drive that runs parallel to Goldwater Blvd. This service area cannot be seen by the public due to the use of screen walls and an overhead door incorporated into the expansion design.

A-4. New mechanical equipment will be integrated in the design of the building and will be screened from view. As for any utilities that exist on grade, they will be screened from the public as part of the landscape vernacular.

A-5. The design for the Pad C Expansion is consistent with the Downtown Plan Urban Design and Architectural Guidelines. The design provides for a Valet Lounge next to the valet parking and the drop-off area. The architecture is enhanced by plantings, furniture, decorative paving, and ornamental lighting. The design responds to the scale at the vehicle and pedestrian level, and of the adjacent mall building and entrance.

A-6. One way that the design of this expansion engages and breaks up the monotonous nature of this area is how it provides a hierarchy to this portion of the mall. This one-story expansion will provide more of a natural progression with the existing two-story mall and the new grand entrance as its backdrop. The patio areas on the North and West side provide an intimate and inviting feeling. The valet lounge portion of the expansion will provide an upscale service to the public while providing a comfortable, relaxing environment for valet customers.

The use of architectural panels, timeless pavers, lighting and enhanced landscaping form the groundwork for the new design. These elements, along with the inviting pedestrian nature of the building, act as a great front door to this portion of the mall for those approaching along Goldwater Blvd. The multiple façades and the use of these exterior materials on the east side of the building help break down the massing to more pleasing and desirable look. The finish and accent lighting will provide nice texture to certain portions of the façade both at night and with sunlight during the daytime.

This design will take advantage of its urban location and enhances the overall experience by providing an upscale and inviting addition to the mall. We believe that this renovation will help energize and increase the pedestrian traffic to this portion of the Mall. The proposed development is consistent with the architectural character of the surrounding context and will be an integral part of the Mall and provide for an elevated urban experience. The existing vehicular and pedestrian circulation around the site is maintained and is not impacted by the new development.

The palette of materials proposed is complimentary to the mall. The materials used will include:

- New veneer of architectural glass fiber reinforced concrete panels, offering subtle variations in natural color, texture and pattern
- New veneer architectural stone panels in a natural color palette in a variety of finishes.
- Fully operational glass storefront at the Valet Lounge.
- Painted architectural composite metal fascia panels at canopy façades and light band enclosure.
- An insert of laser cut patterned painted aluminum architectural screen panel at the East façade of the building with subtle low-level back lighting.
- Burnished concrete block in a natural color, offset in design to provide texture to the wall.

The proposed renovation will improve the pedestrian and vehicular experience on the Northeast side of the Scottsdale Fashion Square Mall by providing a new and improved experience. The design is sophisticated, clean, and compliments the existing mall, and will prove a benefit to the Downtown area.

Development Application



Development Application Type:

Please check the appropriate box of the Type(s) of Application(s) you are requesting

Zoning	Development Review	Signs
<input type="checkbox"/> Text Amendment (TA)	<input checked="" type="checkbox"/> Development Review (Major) (DR)	<input type="checkbox"/> Master Sign Program (MS)
<input type="checkbox"/> Rezoning (ZN)	<input type="checkbox"/> Development Review (Minor) (SA)	<input type="checkbox"/> Community Sign District (MS)
<input type="checkbox"/> In-fill Incentive (II)	<input type="checkbox"/> Wash Modification (WM)	Other:
<input type="checkbox"/> Conditional Use Permit (UP)	<input type="checkbox"/> Historic Property (HP)	<input type="checkbox"/> Annexation/De-annexation (AN)
Exemptions to the Zoning Ordinance	Land Divisions (PP)	<input type="checkbox"/> General Plan Amendment (GP)
<input type="checkbox"/> Hardship Exemption (HE)	<input type="checkbox"/> Subdivisions	<input type="checkbox"/> In-Lieu Parking (IP)
<input type="checkbox"/> Special Exception (SX)	<input type="checkbox"/> Condominium Conversion	<input type="checkbox"/> Abandonment (AB)
<input type="checkbox"/> Variance (BA)	<input type="checkbox"/> Perimeter Exceptions	Other Application Type Not Listed
<input type="checkbox"/> Minor Amendment (MA)	<input type="checkbox"/> Plat Correction/Revision	

Project Name: SFS WILBY REDEVELOPMENT - SUBMISSION # 3
 Property's Address: 7104 - 590 E. CAMELBACK RD. SCOTTSDALE, AZ 85251
 Property's Current Zoning District Designation: D/DRU-2 PRD DO

The property owner shall designate an agent/applicant for the Development Application. This person shall be the owner's contact for the City regarding this Development Application. The agent/applicant shall be responsible for communicating all City information to the owner and the owner application team.

Owner: <u>SCOTT NELSON</u>	Agent/Applicant: <u>ANDY GREENWOOD</u>
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Please indicate in the checkbox below the requested review methodology (please see the descriptions on page 2).
 • This is not required for the following Development Application types: AN, AB, BA, II, GP, TA, PE and ZN. These applications¹ will be reviewed in a format similar to the Enhanced Application Review methodology.

Enhanced Application Review: I hereby authorize the City of Scottsdale to review this application utilizing the Enhanced Application Review methodology.

Standard Application Review: I hereby authorize the City of Scottsdale to review this application utilizing the Standard Application Review methodology.

Owner Signature: [Signature] Agent/Applicant Signature: [Signature]

Official Use Only Submittal Date: _____ Development Application No.: _____